

ABSTRACT

The present invention is a customer relationship measurement and management system and method using the Internet. The system includes a central computer linking various remote computers via the Internet. The central computer hosts an Internet website which provides a company with an account management tool and a customer survey tool. The account management tool allows the company to input account information and company hierarchy information into a database. The customer survey tool distributes surveys to various customer respondents using an e-mail invitation with an embedded URL link. Customer respondents complete survey questions on-line, and survey responses are returned to the central computer upon completion of each survey. An algorithm is applied to each survey to score the survey and determine if the customer completing the survey should be contacted for follow-up action. Action plans are developed and entered into the database for each customer requiring follow-up action. Results obtained from implementation of each action plan are scored and recorded in the database. Account managers may search the database for successful action plans that respond to particular customer issues. The most successful action plans are distributed to other managers within the company hierarchy.

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